2020 Census
Program Management Review

Preparing for Optimizing Self-Response

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Center for Survey Measurement

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Overarching Goals

- Need to understand feasibility of new ideas before they are tested large-scale
- Need to refine methods before they are tested large-scale
- All with an eye and ear towards potential privacy or confidentiality concerns and how to alleviate them

Specific Goals

- Preregistration
  - Investigate **Alternate Contact Strategies**
- U Count!
  - Investigate alternate ways to collect **Address Information**
- E Count!
  - Investigate **Email Strategies**
- Mail Internet Push
  - Investigate **Automated Voice Invitation** for pre-notice and/or reminders

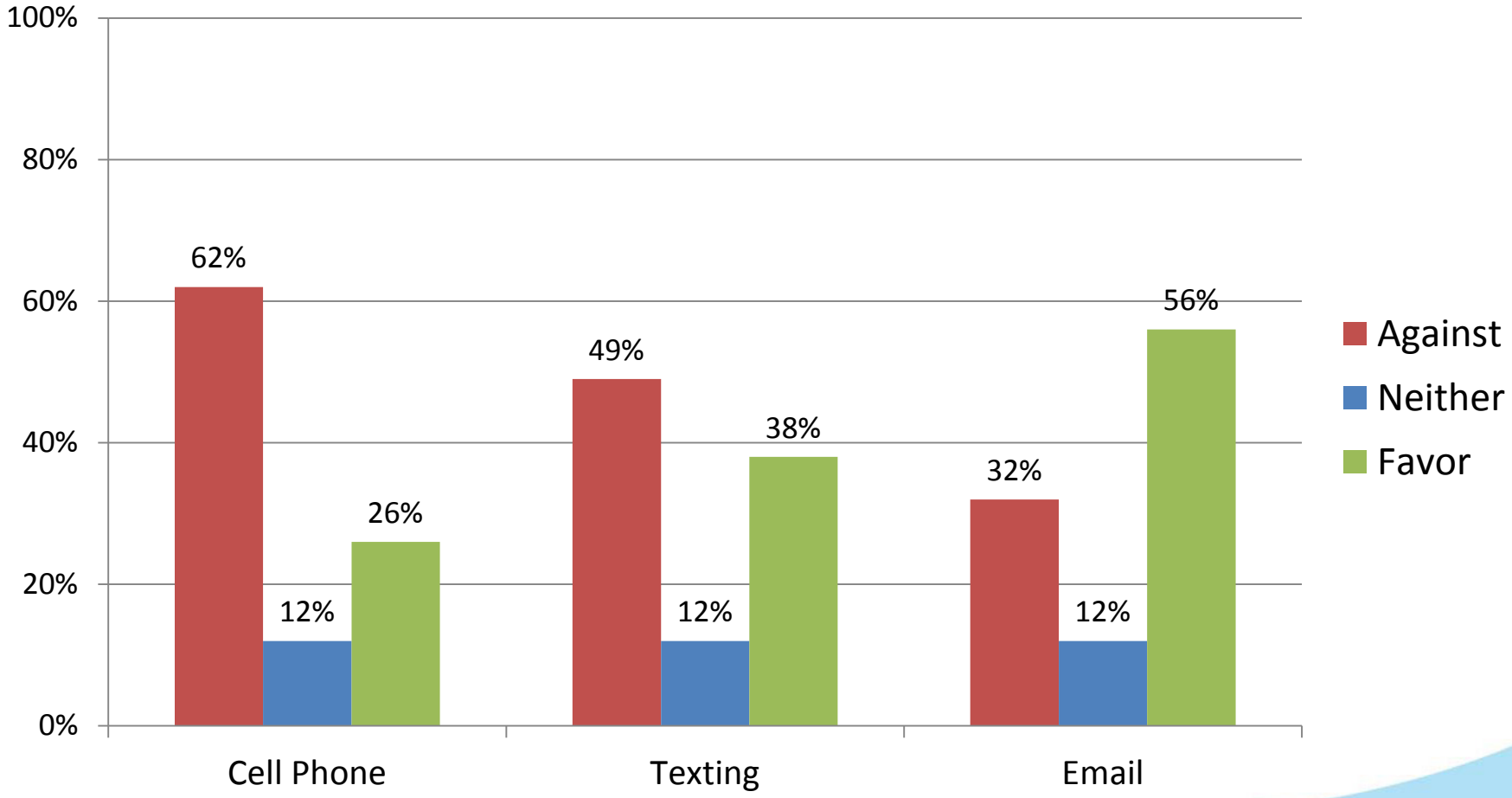
ALTERNATE CONTACT STRATEGIES

Public Opinion Poll Methods

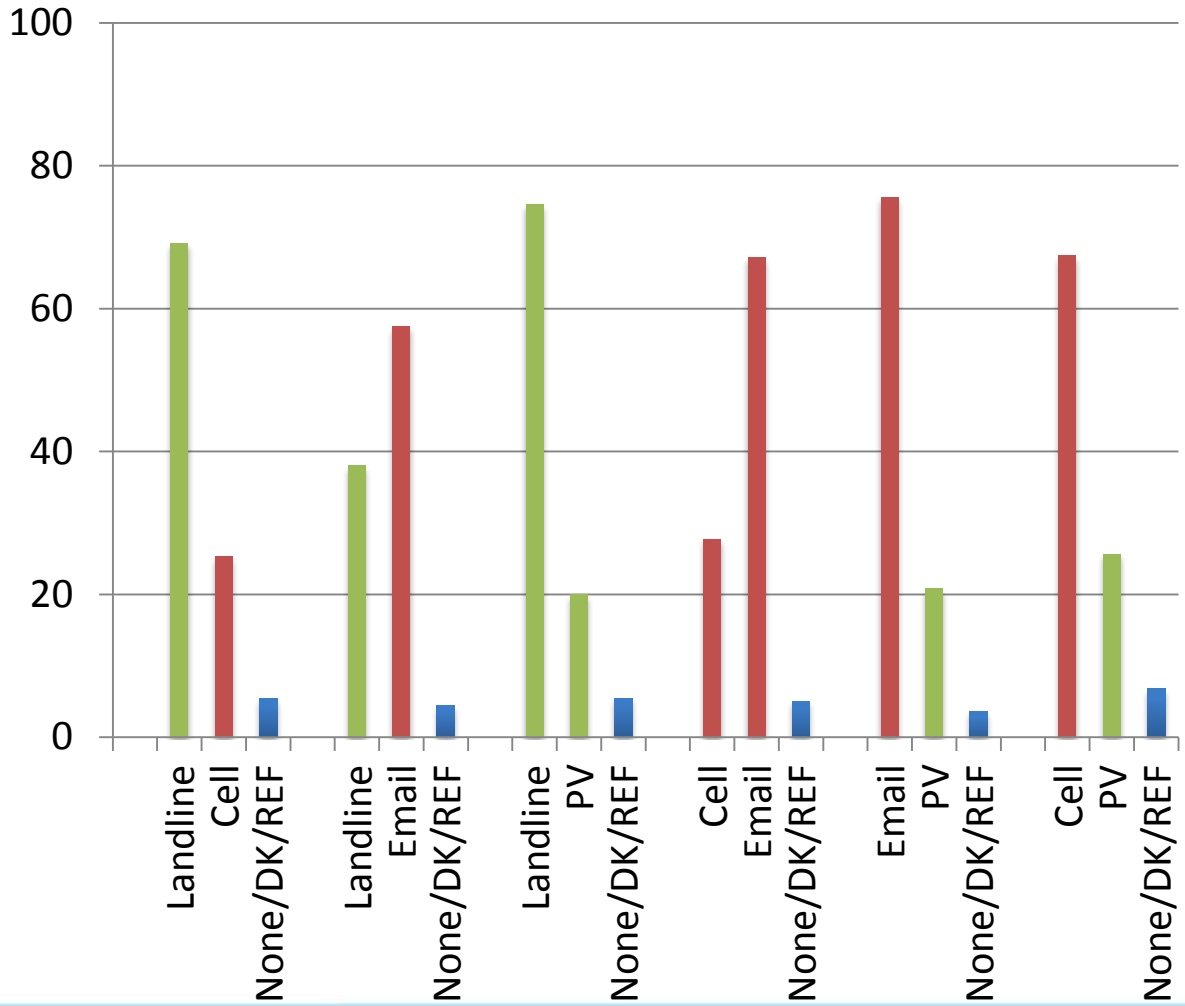
- Gallup Nightly Survey of 200 nationally representative respondents
  - Landline and Cellphones
  - February 2012 to September 2013
- Survey Asks Questions about:
  - Knowledge of and attitudes about the Federal Statistical System (FSS)
  - Rotating questions – admin records and contact strategies
  - Demographics

- Goal: Understand how public feels towards new methods before testing them in Preregistration, U Count! and E Count!

Opinions towards Alternate Contact Method



How would you prefer that Census contact you?



Email > landline

Email > cell

Email > visit

Cell > visit

Landline > cell

Landline > visit

ADDRESS INFO

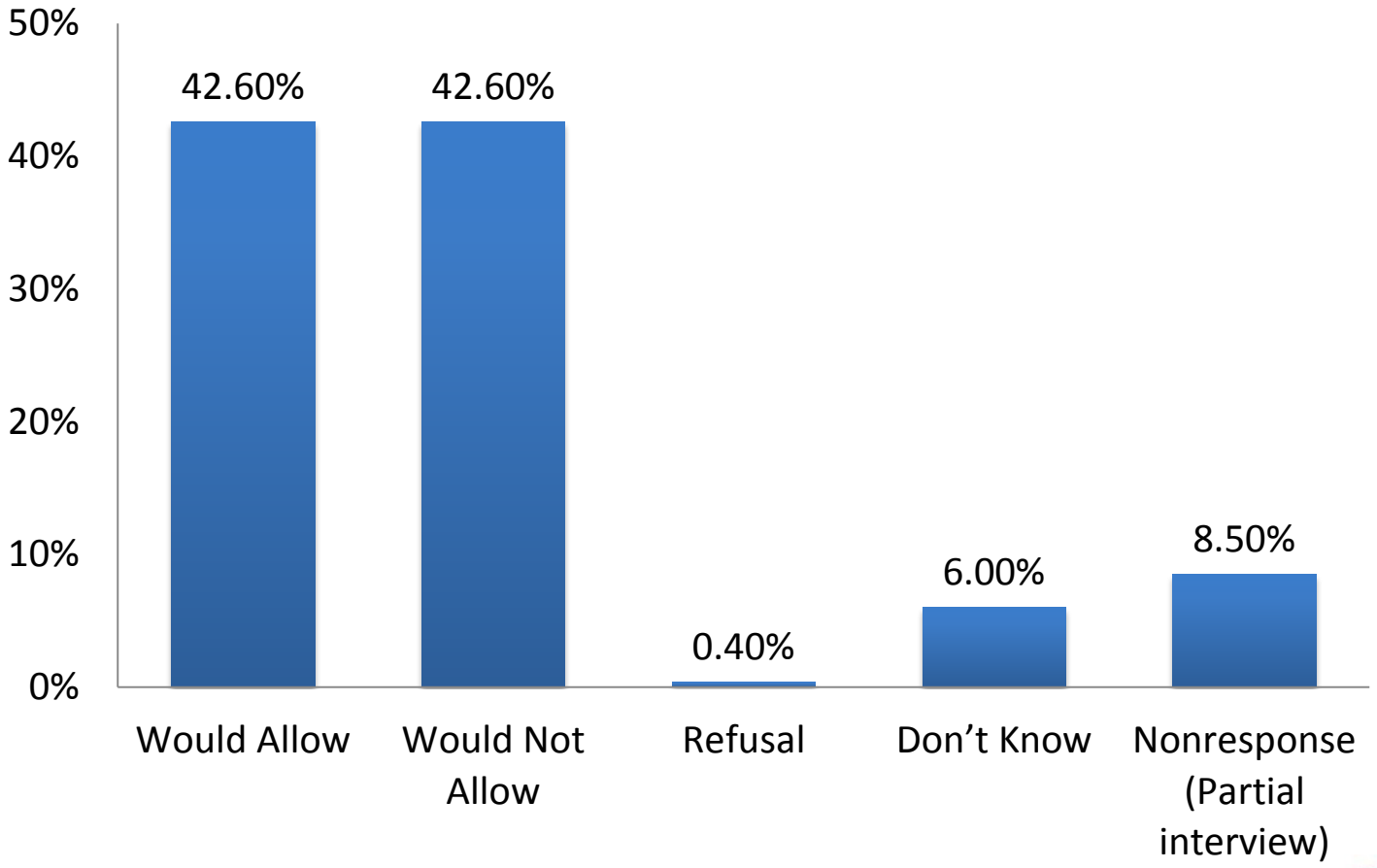
Collecting GPS from Mobile

In order to count people in the right place in the census, the Census Bureau must collect detailed geographic information. This information can be time-consuming for respondents to provide and it can be expensive for the census to process. To assist in our efforts to increase the accuracy of the census and save a lot of taxpayer's money, we could use cell phone or tablet technology, such as GPS, to determine your location more easily and accurately. If during the completion of your 2020 Census questionnaire we asked to use this technology to obtain geographic information directly from your mobile device, would you allow it?

Collecting GPS from Mobile

- Fielded in 2013 National Census Contact Test
- Goals:
  - Get a baseline for what demographic groups would favor this for U-Count (non-ID census)
  - Start to understand how to communicate with public about it for U-Count (non-ID census)

Would you let the Census Bureau access your location data?

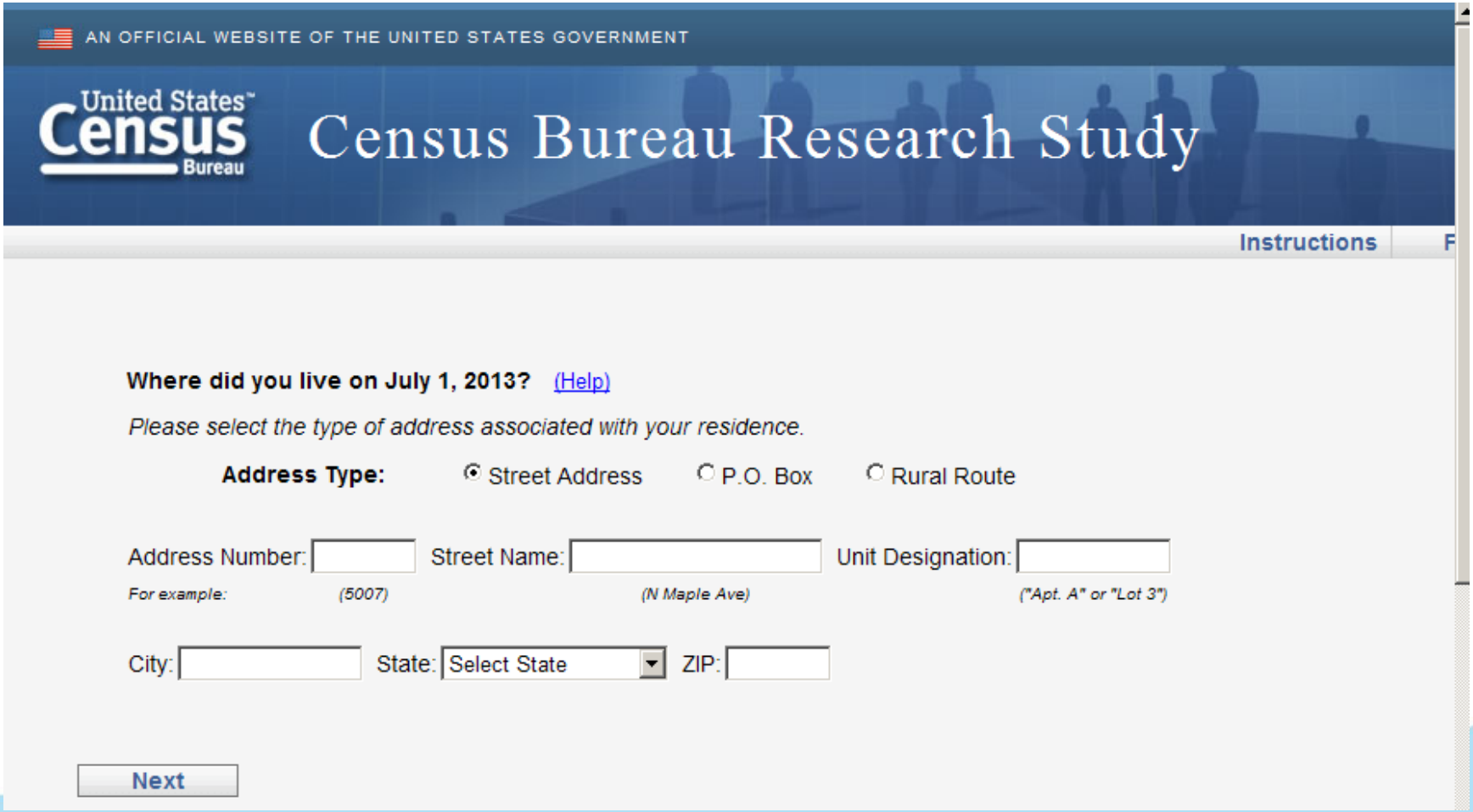


If we cannot collect GPS coordinates…

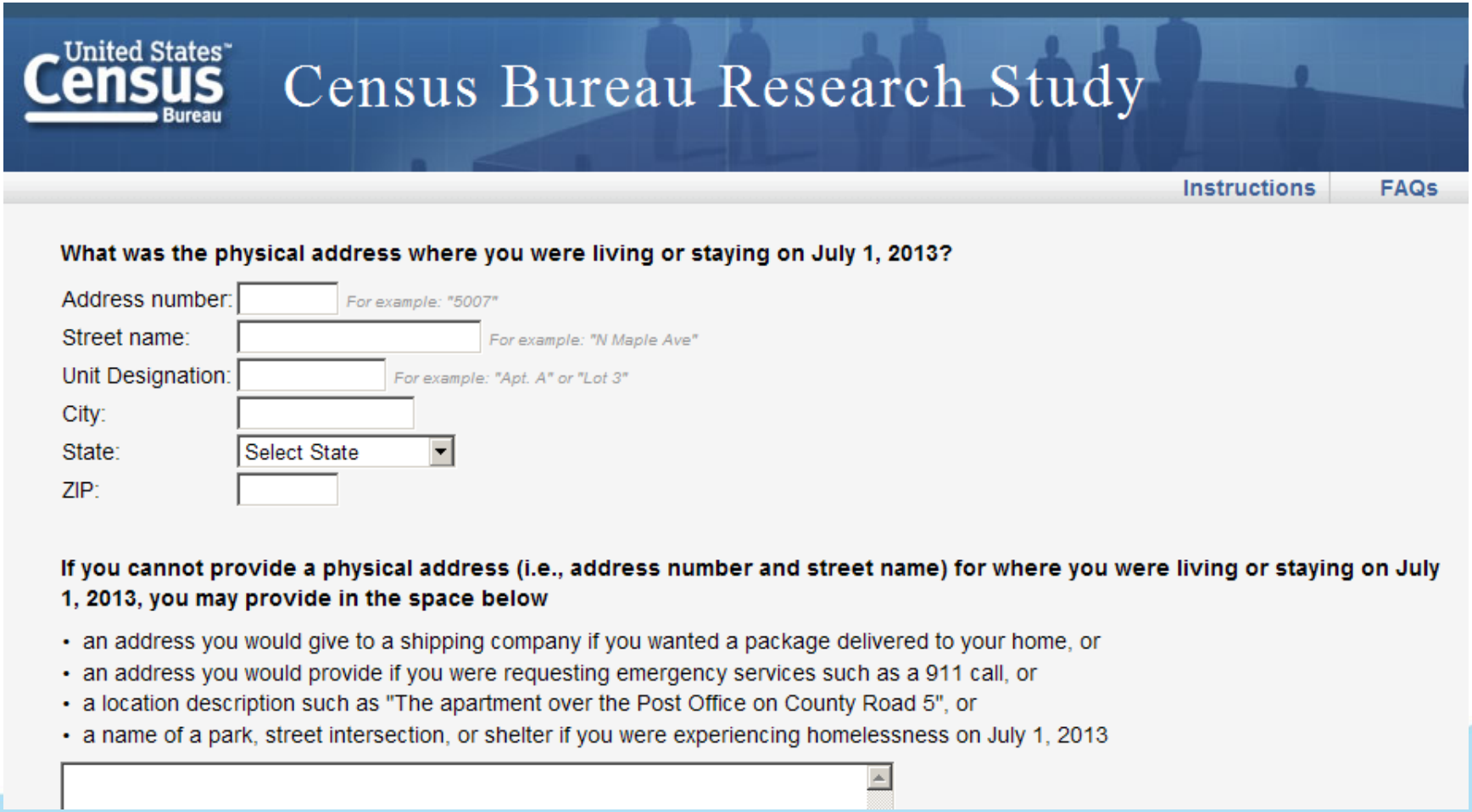
Self-reported addresses need to be:

- Assigned to census geography
- Verified
- Matched against the census inventory

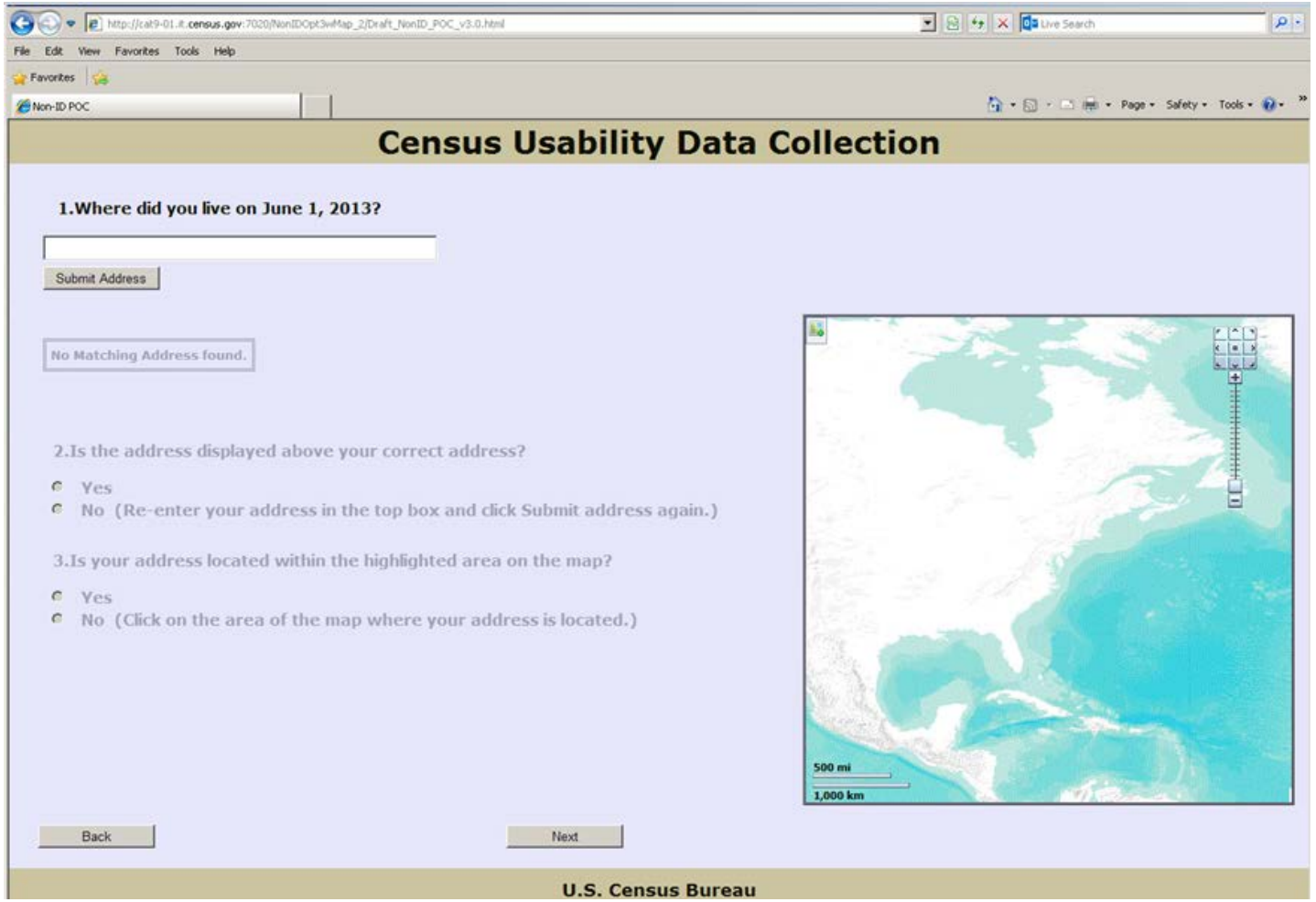
Self-Reported Address 1

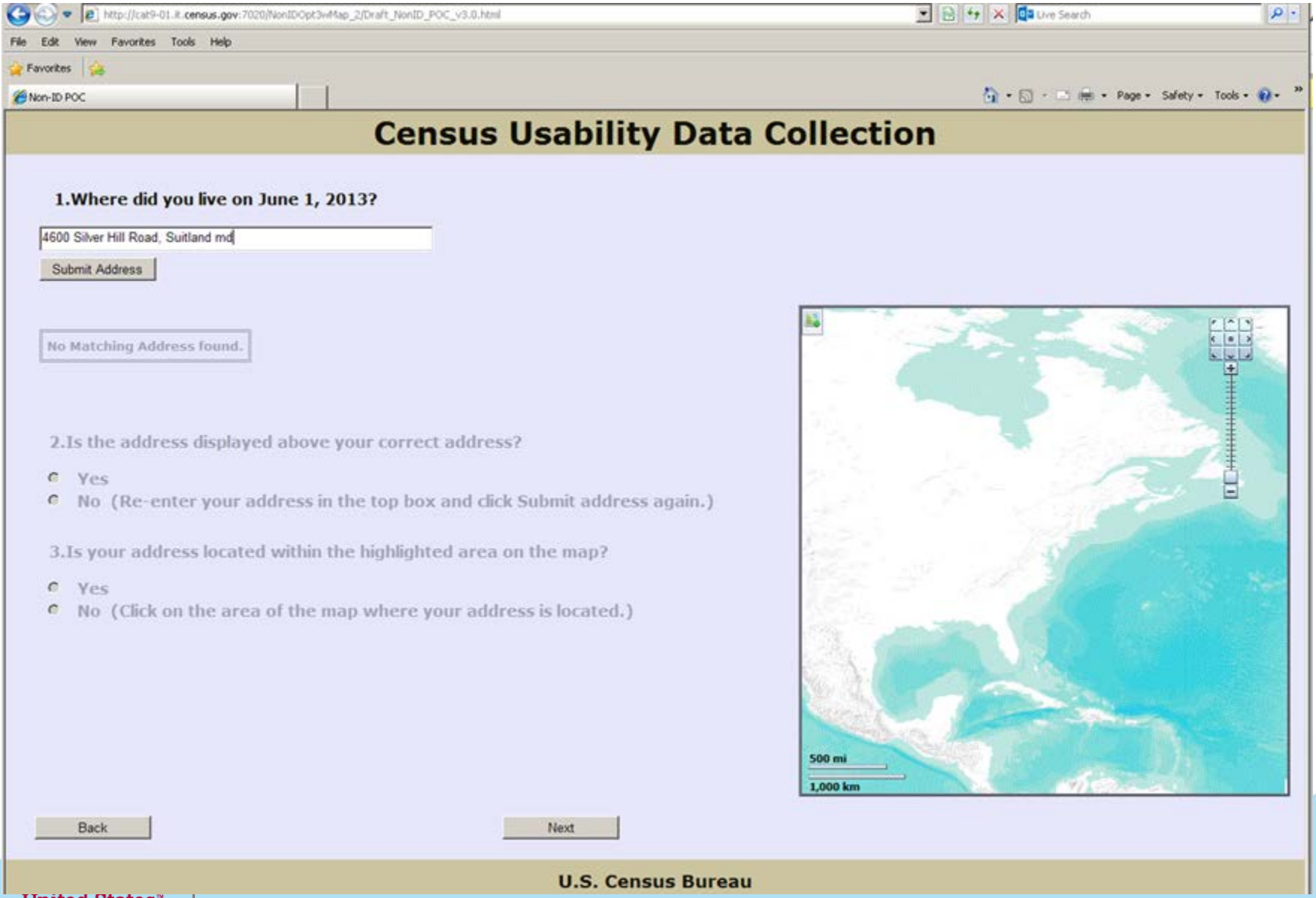


Self-Reported Address 2



Prototype of Self-Geocoding Research

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Census Usability Data Collection
1.Where did you live on June 1, 2013?
4600 Silver Hill Road, Suitland md
Submit Address
No Matching Address found.
2.Is the address displayed above your correct address?
Yes
No (Re-enter your address in the top box and click Submit address again.)
3.Is your address located within the highlighted area on the map?
Yes
No (Click on the area of the map where your address is located.)
500 mi
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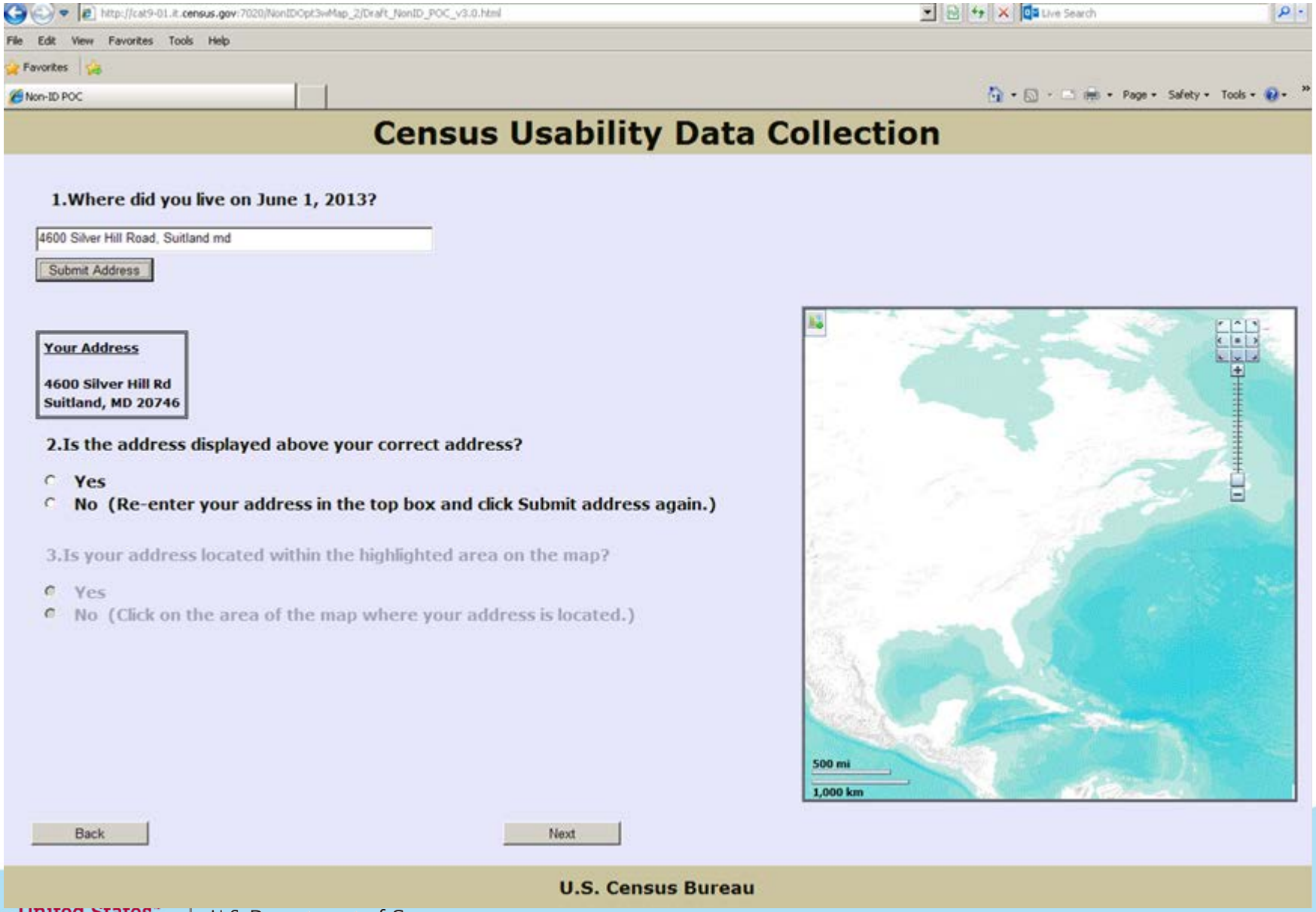
Next
U.S. Census Bureau


Census Usability Data Collection
1.Where did you live on June 1, 2013?
4600 Silver Hill Road, Suitland md
Submit Address
Your Address
4600 Silver Hill Rd
Suitland, MD 20746
2.Is the address displayed above your correct address?
Yes
No (Re-enter your address in the top box and click Submit address again.)
3.Is your address located within the highlighted area on the map?
Yes
No (Click on the area of the map where your address is located.)
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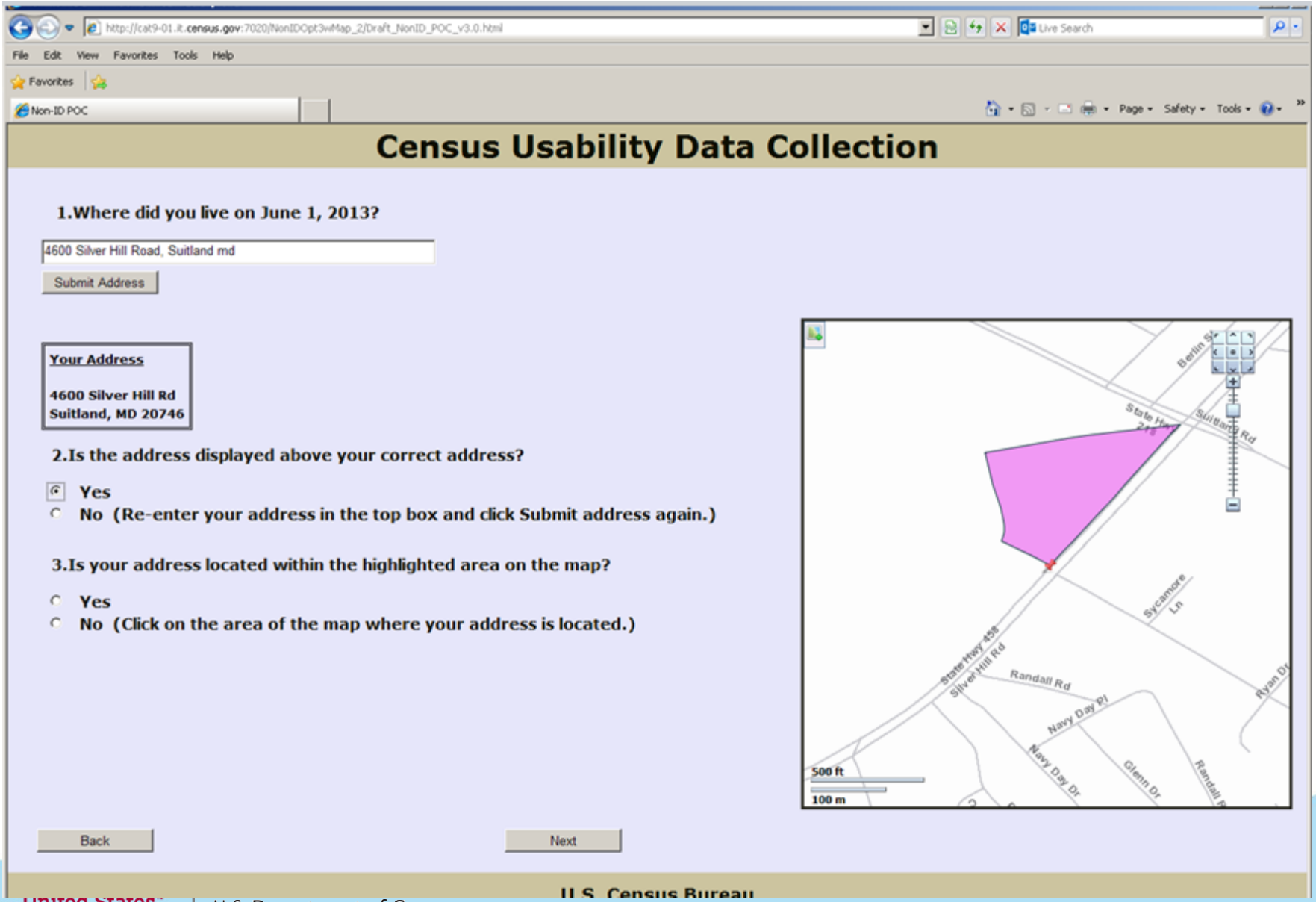
U.S. Census Bureau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U.S. Census Bureau
Berlin St
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Sycamore Ln
State Hwy 458
Silver Hill Rd
Randall Rd
Navy Day Pl
Navy Day Dr
Glenn Dr
Ryan Dr
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Favorites

Non-ID POC

Page Safety Tools

Census Usability Data Collection

1.Where did you live on June 1, 2013?

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Submit Address

Your Address

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Suitland, MD 20746

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- ( ) **No (Re-enter your address in the top box and click Submit address again.)**

3.Is your address located within the highlighted area on the map?

- (•) **Yes**
- ( ) **No (Click on the area of the map where your address is located.)**

Back Next

U.S. Census Bureau

EMAIL STRATEGIES

Non-Probability Split-Panel Testing

- Split-ballot studies that contact opt-in respondents via email to complete a short Internet questionnaire
- Can experiment with email content or with Internet content
- Requesting a generic OMB clearance for quick turn-around pretesting

- Goal: optimizing email contact strategy and features of the Internet response to facilitate E Count! and U Count!

Proof of Concept Test

- 2x2 Design
  - 2 Email Invitations
    - Subject line “call to action” vs. confidential
  - 2 Address Collections
- Respondent pool of ~7000
- Sample ~2000 for this study
- Key metrics
  - Response rate
  - Geocodability of addresses

From: U.S. Census Bureau

Subject line: Confidential Census Study

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From: U.S. Census Bureau

Subject line: Improve the 2020 Census

The U.S. Census Bureau is conducting research to develop new methods to make the next cen
easier, more convenient and less costly for taxpayers.

Please complete the survey online at https://respond.census.gov/study

This survey will take 5 minutes or less to complete.

We are conducting this survey under the authority of Title 13 of the United States Code, Secti
193. Federal law protects your privacy and keeps your answers confidential (Title 13, U.S. Co
Sections 9 and 214).

United States Census Bureau

Questions? Contact Us

STAY CONNECTED:

Proof-of-Concept "Debriefing"

For the next census in 2020, how would you prefer to be contacted by the Census Bureau?

- ❑ Mail a form to my home
- ❑ Email a link to the online form
- ❑ Automated voice message to my home phone providing a Web address
- ❑ Automated voice message to my cell phone providing a Web address
- ❑ Text message on my cell phone providing a link to the online form

How would you prefer to be reminded to complete your census form:

- ❑ Mail a postcard to my home
- ❑ Email a reminder
- ❑ Automated voice message to my home phone
- ❑ Automated voice message to my cell phone
- ❑ Text message a reminder

How would you prefer to complete your census form:

- ❑ By Mail
- ❑ On the Internet
- ❑ Over the phone with an automated interviewer

Debriefing cont.

For the 2020 Census, would you rather the Census Bureau:

- ❑ Contact you to get your census information in 2020.
- ❑ Complete your form using information you have provided to other government agencies?

What info do you think the census typically collects every 10 years?

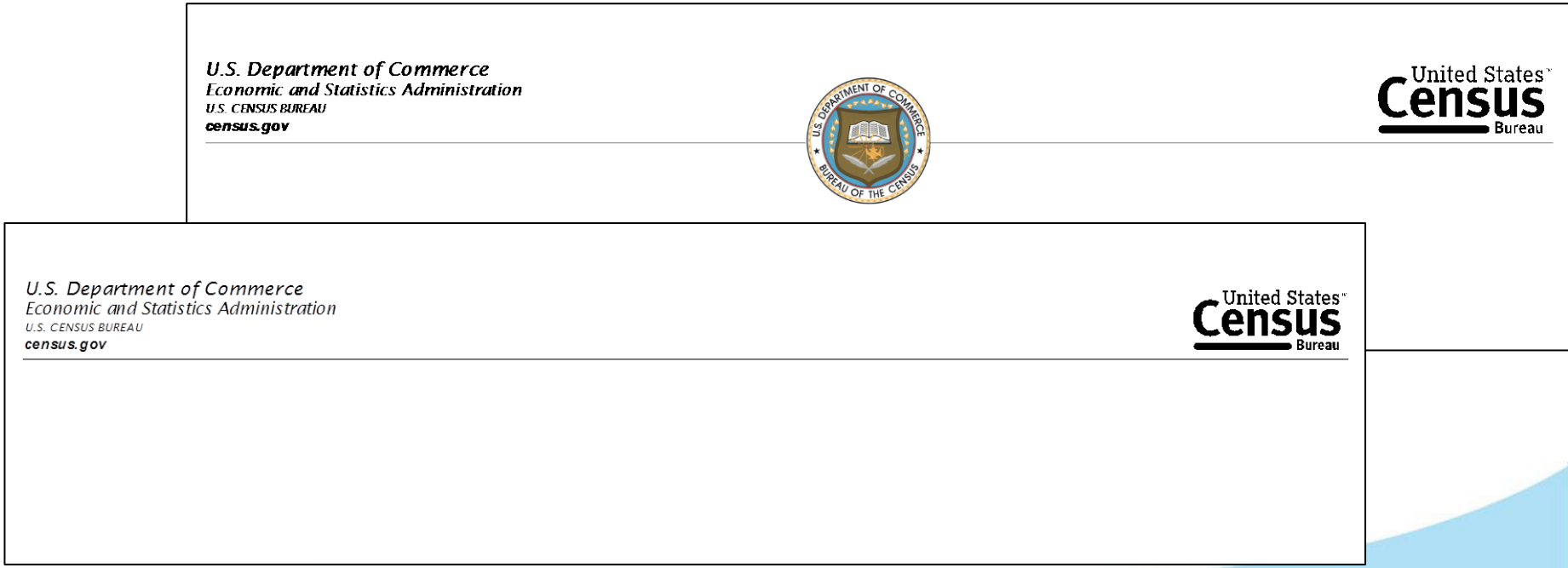
- Mobile device ownership
- Sex
- Age
- Hispanic origin
- Race
- Education
- Occupation

Research Agenda for Email (1)

- Will the same content used in postal mailing work in email?
  - How the data are used
  - Survey due date
  - Cost savings associated with a self-response

Research Agenda for Email (2)

- How should content of emails be formatted?
  - Content
  - Graphics



Research Agenda for Email (3)

- Does the day of the or the time of day matter?
  - Day of week
  - Time of day

- Research from marketing literature is inconclusive
  - Differences in highest click rates and highest revenue
  - Differs by study
- Lowest email traffic on weekends – good or bad for us?
- Trend that early morning email or mid-afternoon may be best – testable hypotheses.

Research Agenda for Email (4)

- How should participants navigate to the form?
  - Full URL
  - Clickable text
  - No hyperlink – instructions only
  - Presence or absence of alternative navigational instructions

- Balancing perception of IT security and response rates

Research Agenda for Email (5)

- Reminders
  - Same as postal or different?
  - Content
  - Subject line
  - Timing
  - Customized based on viewed or not viewed

AUTOMATED VOICE INVITATION TESTING

Automated Voice Invitation Testing

- Using automated system to screen landline numbers for working numbers
- If answered, will leave a prerecorded message
- 2013 Census Adaptive Design Test – prenotice message
- American Community Survey Test in January 2014 – reminder message to complete self-response

Next Steps for Automated Voice Invitation

- Experiment with invitation via automated voice
- Experiment with different verbage for prenotice and reminder

- Goal: optimize self-response while decreasing respondent concerns for Internet Push Strategy

TYING IT ALL TOGETHER

Focus Groups

- During 2014 Census Test
- Separate groups of responders and nonresponders to understand impacts of new treatments on response

- Goal: refining messages for each of the new treatments

Optimizing Self-Response

2014 Site Test

Readiness To Launch